

SwissCommerce

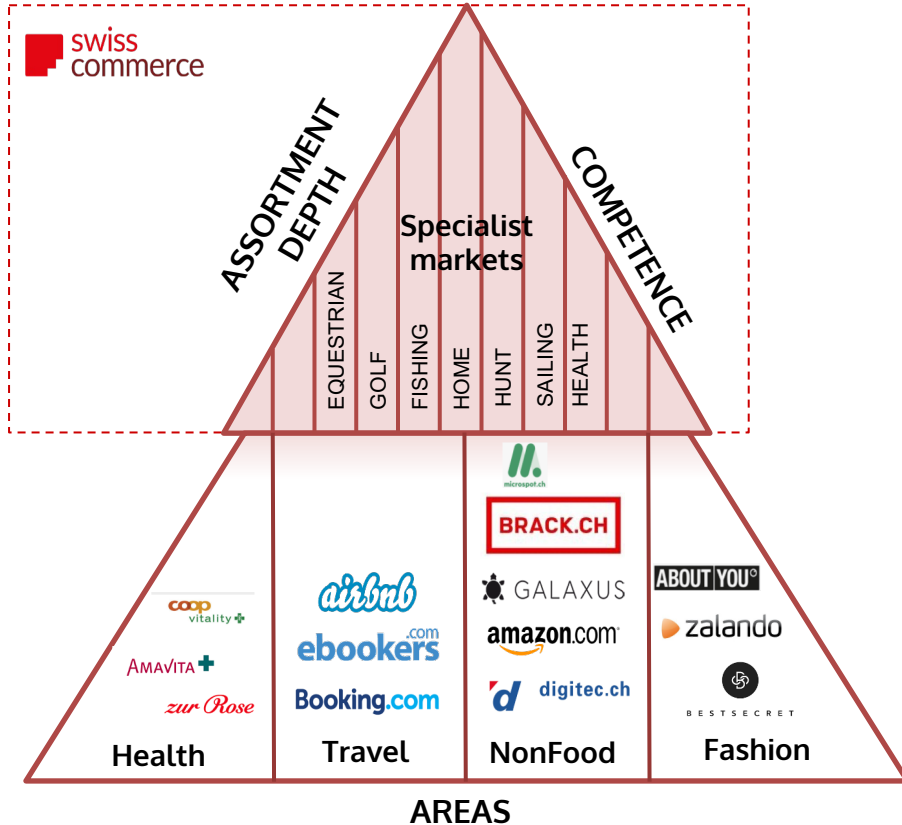
Scaling Strategies for a B2C Startup

MAY 2022
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The leader in the special interest markets

Focus on highly underdeveloped areas with low e-commerce penetration



The full-range specialist store

- <10% e-commerce penetration
- with high shopping baskets, gross margins and CLV.
- Highly fragmented markets with many small players and few professional e-commerce companies.
- Success in the specialist markets requires a very deep assortment and a high level of expertise (long-tail strategy).

The e-commerce giants are skimming the market in their sectors.

- >20% e-commerce enforcement in electronics, fashion, travel and health.
- Few players, but strong competition with lower baskets, gross margins and CLV
- For new players, entering these markets is very difficult or even impossible.

Niche markets are not interesting for big players, too "small" and too "difficult".

Why?

the special interest markets



Low eCommerce penetration <10% in very fragmented and traditional markets.

Opportunity for rapid growth through acquisition of sub-scale shops, non-activated communities and catalog businesses



Highly emotional products with high customer loyalty

High profitable business with high gross margins >50% , high CLV >150 and >50% of returning customers



Little digitalization of the retail and production process

The migration to the efficient SwissCommerce platform enables fast growth at lower costs and top results



High end niche brands with focus on specialist retail stores

We enable high end brands to be online available in their most valuable community with a long lasting partnership

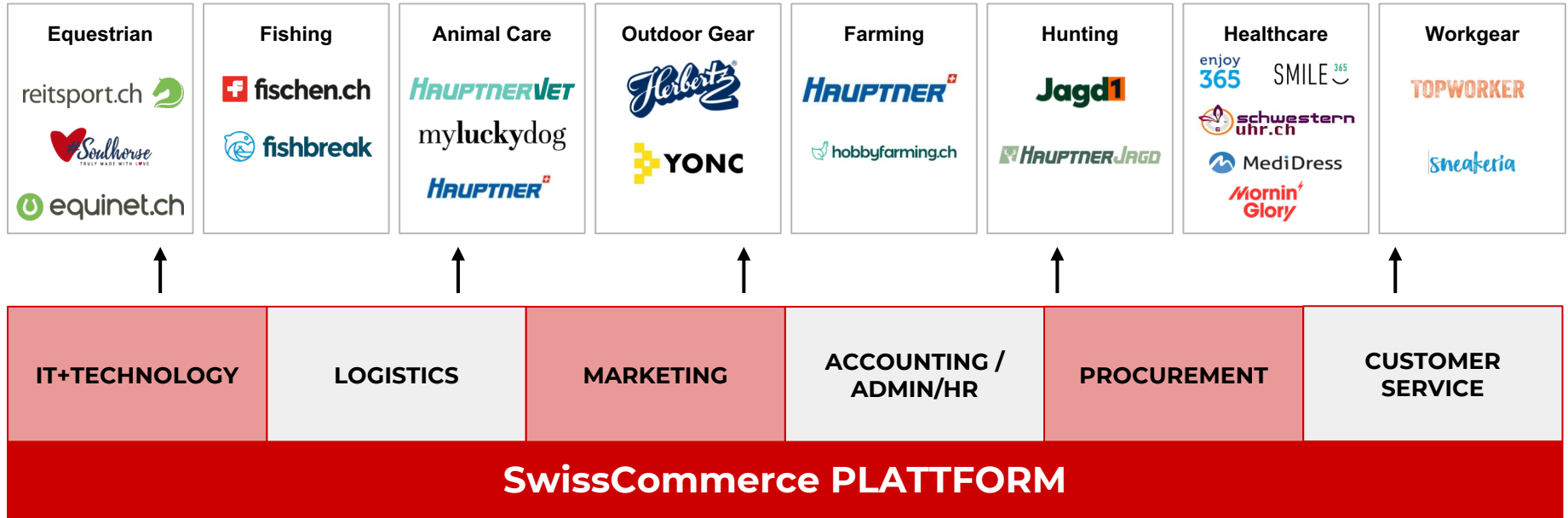
Large # of available assets at low multiples



We build or buy leading special interest e-commerce by integrating and scaling them on our SwissCommerce-platform.

Central platform as an enabler for strong growth

Every online shop profits from a highly scalable platform



- We capture the consumer in its journey by addressing him with the highest possible competence in communication and offering in our shops
- We scale our centralized platform through most efficient processes and systems
- Our platform is able to scale with any additional special interest shop
- Every single shop has due to ability of the platform low setup- and running-costs

We know what it takes!

The reason for high customer engagement is the CCC-Concept



Our CCC-Concept leads to:

- over 60% returning visitors
- over 50% returning customers
- high conversion-rate
- less than 10% marketing costs / net sales
- a reduction of paid search to below 40% share of traffic

high engagement - strong customer loyalty - high gross margin



Wie sein Götti Willi Melliger (†64) vor 26 Jahren

Martin Fuchs ist Europameister!

BEITRÄGE

REELS

IGTV

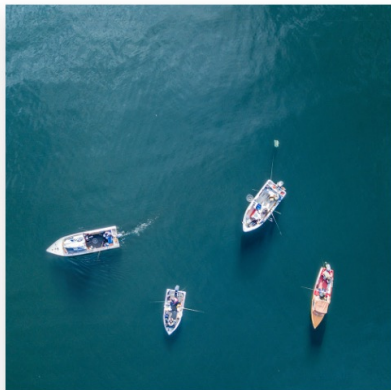
MARKIERT





Fischen

So geht Hechtfischen



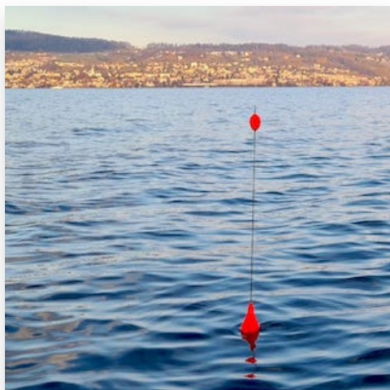
Fischen

So geht Felchenfischen



Fischen

Hechtfischen im Flachwasser



Fischen

Felchenfischen vom Ufer aus



Fischen

Eisfischen - Equipment von A-Z



Fischen

Basics des Vertikalfischens

Tags

Belly Boat 1

Egli 4

Fliegenfischen 6

Bachforellen 1

Spinnfischen 2

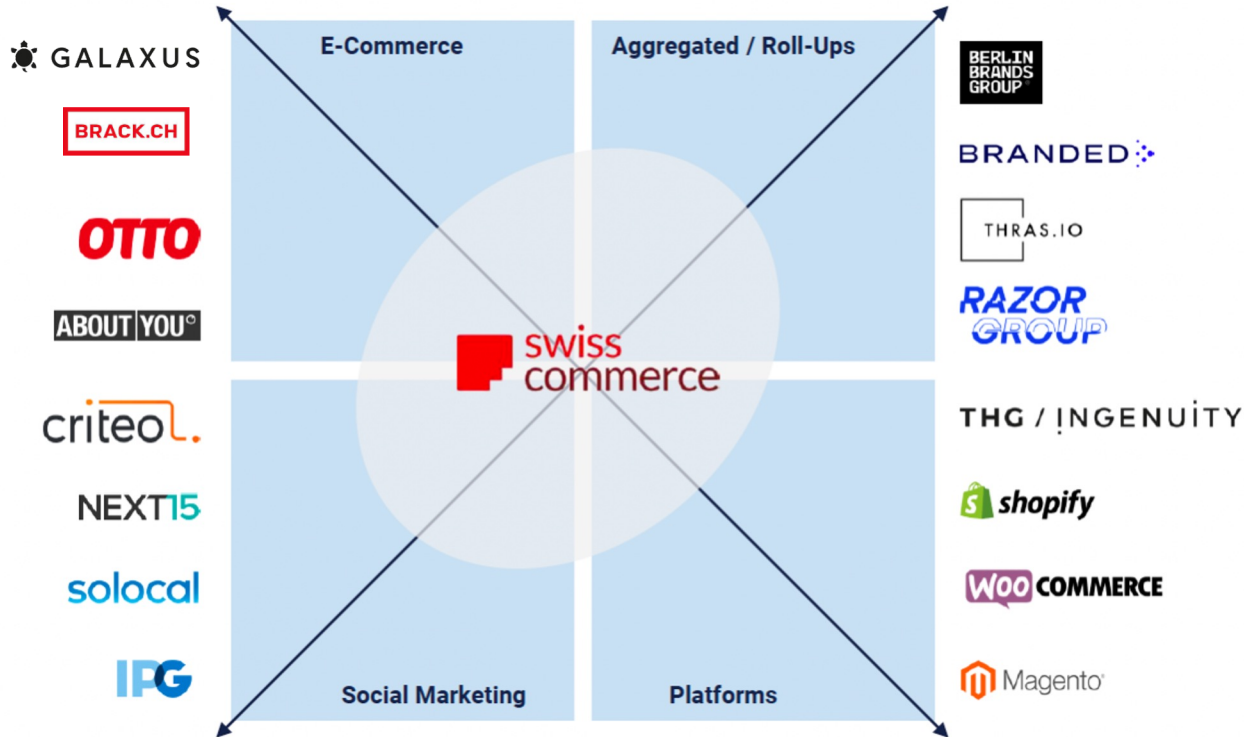
Felchen 1

Seeforellen 1

Lucky Craft 1

Rollen 1

Premium positioning of SwissCommerce with an integrated offer



- SwissCommerce operates in a general highly competitive landscape
- Competitors specialize on one segment offering specialized services
- Because of its focus on specialist markets the company highly differentiates itself with smaller competitors due to the state of the art platform
- Due to the ability to integrate fast on a proven scalable platform SwissCommerce differentiates itself also against other and bigger competitors in each segment

How can you be successful next to
Amazon?

Change is the constant reminder to stay relevant

2012

Rang	Anbieter	Umsatz (Mio CHF)
1.	Swiss.com	1100,0
2.	ricardo.ch	700,0
3.	digitec.ch	250,0
4.	sbb.ch	242,0
5.	nespresso.ch	220,0
6.	ebay.ch	192,5
7.	leshop.ch	150,0
8.	ebookers.ch	138,6
9.	brw.ch	122,4
10.	brack.ch	120,0

2020

Rang	Onlineshop	Umsatz 2019 (Mio. CHF)	Umsatz 2020 (Mio. CHF)
1	digitec.ch (*)	820,0	1125,0
2	zalando.ch *	920,0	1044,0
3	amazon.de * (inkl. Marktplatzanteil)	700,0	725,0
4	galaxus.ch (*)	262,0	561,0
5	brack.ch *	356,0	460,0
6	aliexpress.com *	500,0	450,0
7	nespresso.com/ch/ *	355,0	400,0
8	microspot.ch	279,0	334,0
9	shop.migros.ch (ehem. leshop.ch)	190,0	266,0
10	coop.ch (ehem. coopathome.ch)	159,0	231,8

Top 5 Reisen, Tickets & horizontale Plattformen

Rang	Onlineshop	Umsatz 2019 (Mio. CHF)	Umsatz 2020 (Mio. CHF)
1	sbb.ch *	1130,0	825,0
2	ricardo.ch *	618,0	815,0
3	booking.com *	936,9	523,0
4	swiss.com *	1400,0	500,0
5	airbnb.ch *	640,0	450,0

1

AliExpress™

zooplus

2

 GALAXUS

BIKESTER

3

amazon


Only the ecommerce part

 amorana

What are the key differentiator?

A blue speech bubble with a white border and a tail pointing towards the bottom-left. Inside the bubble, the text "Write in the chat!" is written in white.

Write in the chat!

Success factors

	Marketplace player	Niche player
Business model:	% Provision, but also gross margin and ad selling	% Gross Margin
Assortment	Very broad, for everyone	Specific needs, but also wide and deep assortment (many SKUs) - Drives the innovation, specialty products, own brands, exclusivity
Speed	Speed differentials from assortment/ seller → but in general high convenience	Medium to high
Customer loyalty:	Price, availability, Abo systems	Service, special knowledge, community/forum, but also price
marketing	Very high marketing spend initially, then brand takes over	Smart marketing with community, content, local sponsorships
Investment	Big investment in technology / Marketing	Big investment in assortment, knowledge of people
Logistics	Own logistics, last mile integration, full value chain integration	Own logistics, coordinator

Questions?